

**Cover/Signature Page - Abbreviated Template/Abbreviated Template with Curriculum**

**Institution Submitting Request:** Utah Valley University  
**Proposed Title:** Certificate of Proficiency in Music Technology  
**School or Division or Location:** School of the Arts  
**Department(s) or Area(s) Location:** Department of Music  
**Recommended Classification of Instructional Programs (CIP) Code (for new programs):** 50.0913  
**Proposed Beginning Date (for new programs):** Fall 2016  
**Institutional Board of Trustees' Approval Date:** Pending

**Proposal Type (check all that apply):**

Regents' General Consent Calendar Items		
<i>R401-5 OCHE Review and Recommendation; Approval on General Consent Calendar</i>		
SECTION NO.		ITEM
5.1.1	<input type="checkbox"/>	Minor*
5.1.2	<input type="checkbox"/>	Emphasis*
5.2.1	<input checked="" type="checkbox"/>	Certificate of Proficiency*
5.2.3	<input type="checkbox"/>	Graduate Certificate*
5.4.1	<input type="checkbox"/>	New Administrative Unit
	<input type="checkbox"/>	Administrative Unit Transfer
	<input type="checkbox"/>	Administrative Unit Restructure
	<input type="checkbox"/>	Administrative Unit Consolidation
5.4.2	<input type="checkbox"/>	New Center
	<input type="checkbox"/>	New Institute
	<input type="checkbox"/>	New Bureau
5.5.1	<input type="checkbox"/>	Out-of-Service Area Delivery of Programs
5.5.2	<input type="checkbox"/>	Program Transfer
	<input type="checkbox"/>	Program Restructure
	<input type="checkbox"/>	Program Consolidation
5.5.3	<input type="checkbox"/>	Name Change of Existing Programs
5.5.4	<input type="checkbox"/>	Program Discontinuation
	<input type="checkbox"/>	Program Suspension
5.5.5	<input type="checkbox"/>	Reinstatement of Previously Suspended Program
	<input type="checkbox"/>	Reinstatement of Previously Suspended Administrative Unit

**Chief Academic Officer (or Designee) Signature:**

I certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

**Signature**

**Date:** 9/28/2015

**Printed Name:** Jeffery Olson, Senior VP—Academic Affairs

**Program Request - Abbreviated Template**  
**Utah Valley University**  
**Certificate of Proficiency in Music Technology**  
**01/21/2015**

**Section I: Request**

The Department of Music in the School of Arts at Utah Valley University requests approval to offer an undergraduate Certificate of Proficiency in Music Technology effective Fall 2016.

**Section II: Need**

Music Technology is a highly sought after skill for educators, composers, arrangers, and other music professionals. To date, there is little if any opportunity for professionals who are already credentialed in these disciplines to augment their knowledge and credentials with current music technologies and implement these technologies in their teachings, performances, and compositions. Although a number of top-ranked universities and schools of music have recently entered this realm by offering music technology courses (including UVU through its Commercial Music degree program), practicing educators, performers, and composers are often unable to obtain additional training in this highly important discipline. A Certificate of Proficiency in Music Technology will address this need by offering those individuals the opportunity to augment their credentials.

UVU's Commercial Music program has already been highly successful in attracting and recruiting forward-thinking students. After just one year, more than 70 students have declared a major in Commercial Music. Currently, UVU offers a four-year Bachelor of Music in Commercial Music. There is significant interest in a Music Technology certificate for those students, educators, and professionals seeking an added emphasis in this area. A recent poll of current music majors at UVU indicated that nearly 80% (128 of 161 respondents) were interested or highly interested in this certificate.

The Certificate of Proficiency in Music Technology consists of courses already offered as part of the existing Commercial Music program, which are hands-on and experiential in their approach. Music technology is best learned by doing. The courses required for this certificate are fully consistent with the engaged-learning model that UVU champions. This proposed program likewise contributes to UVU's mission of student success by providing marketable skills in disciplines that are in high demand and growing, both for current students and for working professionals who need to modernize their skills, strengthening UVU's service region by supporting its expanding recording industry. Lastly, UVU has a national-scale impact in this area through its Commercial Music faculty who connect students with the national industry since much of this type of work is accomplished online and can be done anywhere under contract from major national companies. For example, current UVU commercial music faculty members have produced musical products for major television networks, including NBC, ABC, CBS, FOX, WGN, and ESPN, and for the motion picture industry, including major blockbuster movies. Students participate in such productions and in the process make valuable professional connections that allow them to enter the industry on a national scale.

As part of the Certificate of Proficiency in Music Technology, students will complete professional credentials in the highly respected Avid Pro Tools User Certification and Avid's Sibelius Certification. These industry-

accepted certifications are widely recognized and will provide further credentials for those completing the Certificate of Proficiency in Music Technology at UVU.

In the State of Utah, Salt Lake Community College offers a Certificate of Proficiency in Music Recording Technology with a total of 24 credits of lower-division courses. There are numerous music technology certificate programs throughout the country with curriculum and number of credits similar to the one proposed here, many at community colleges as well as respected schools of music at four-year institutions, among them the following:

University of Colorado–Boulder, College of Music: Certificate in Music Technology  
Berklee School of Music, Boston: Professional Certificate in Electronic Music Production and Sound Design, Professional Certificate in Music Production, Professional Certificate in Producing Music for Film and Television  
University of Texas–San Antonio, Department of Music: Music Technology Certificate  
Rutgers University, Department of Music: Music Technology Certificate  
Western Carolina University, School of Music: Music Technology Certificate

A Music Technology certificate will enable UVU students to prepare for professional positions in the music media industry and is therefore appropriate for Career and Technical Education consideration. The most recent data compiled by the U.S. Department of Labor predicts employment of musicians to “grow eight percent during the 2008–18 decade, as fast as the average for all occupations.”<sup>1</sup> The outlook in the areas of media and technology are especially bright, given that “wage and salary employment in the motion picture and video industries is projected to grow 14 percent between 2008 and 2018, compared with 11 percent growth projected for wage and salary employment in all industries combined.”<sup>2</sup>

Music media is a multi-billion-dollar industry that is in constant flux in response to evolving technologies and expansions in social media, online music, live music, and methods for releasing and marketing recorded music.<sup>3</sup> A Music Technology certificate will produce graduates who have the necessary skills to succeed in this ever-changing industry. With its roots in trades and technologies, UVU is poised to provide leadership in this area. UVU has already demonstrated its commitment to the expansion of music technology through the acquisition of state-of-the-art recording equipment, a music computer lab, and a newly-renovated production lab. For the past few years, full-time faculty members Todd Sorensen and Nathan Hofheins have arranged special projects for music media and technology students such as university fight song arrangements, CD recordings, music theater production recordings, and work for UVU radio. These projects are directly tied to the music industry, preparing participating students for professional careers.

Completion of the Music Technology certificate requires students to demonstrate the following marketable skills:

- Incorporate current uses of Musical Instrument Digital Interface (MIDI)
- Demonstrate the basics of a Digital Audio Workstation (DAW)
- Demonstrate the basics of contemporary music notation (Finale and/or Sibelius)

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<sup>1</sup> Bureau of Labor Statistics, U.S. Department of Labor. Occupational Outlook Handbook, 2010-11 Edition: Musicians, Singers, and Related Workers, <http://www.bls.gov/oco/ocos095.htm>

<sup>2</sup> Bureau of Labor Statistics, U.S. Department of Labor. Occupational Outlook Handbook, 2010-11 Edition: Motion Picture and Video Industries, <http://www.bls.gov/oco/cg/cgs038.htm#outlook>

<sup>3</sup> <http://www.slideshare.net/BenKilmer/the-evolution-of-the-music-industry-the-effect-of-technology-and-law-on-strategic-management-and-sustainability-kilmer-2010>

- Utilize the basics of Pro Tools, including shortcuts and commands for maximizing effectiveness within the program
- Demonstrate in-depth editing using traditional methods, beat detective, and elastic audio
- Demonstrate basic use of effects, mixing techniques and procedures

### **Section III: Institutional Impact**

As the proposed program aims to provide educational and performance studies for a student population that previously has not had appropriate opportunities for this type of credentialing, the anticipated outcome is an increase in overall music student enrollment, which supports current recruitment efforts, enhances existing programs, and raises educational and performance excellence. The curriculum for the certificate program consists entirely of existing courses, and requires no new curricular offerings. It is expected that students will enter with a wide range of experience. It will not compete with existing programs for resources but will enhance them in terms of quality.

The program will include administrative activities on the part of music faculty members who have professional contacts with local, national, and international music teachers and performers, as well as international institutions where UVU faculty are often invited to perform and provide master classes. Such activities are already underway, and there is no anticipation, short term or long term, for the need to increase the administrative structure of the Department of Music for the proposed program.

The Department of Music currently has two full-time faculty members who specialize in commercial music and technology and support the current degree program in Commercial Music. They have the professional expertise to fully support the proposed certificate program, and thus this proposal will not require the addition of full-time faculty or staff.

Physical facilities are currently a serious challenge for the Department of Music. The department will be able to accommodate a modest increase in student number through existing scheduling procedures as a consequence of this program in the short term (approximately three years). However, the long-term objectives of this program and anticipated increased enrollment will be coordinated with expansion of facilities in a new performing arts center.

The principal equipment needs for this program consist of computer hardware and software, which are already in place in the Department of Music computer laboratory to support the current Commercial Music degree program. No additional equipment is required for the proposed certificate program.

### **Section IV: Finances**

As all of the courses are currently being taught, the implementation of this certificate will not require new faculty. Several courses in the program (MUSC 1400, 1402, 2400, 2420, and 379R) have student fees to provide funding for specialized equipment.

### **Section V: Program Curriculum**

#### **All Program Courses**

Course Prefix and Number	Title	Credit Hours
MUSC 1110	Music Theory I	3
MUSC 1130	Aural Skills I	1
MUSC 1120	Music Theory II	3
MUSC 1140	Aural Skills II	1
MUSC 1400	Music Technology I	2
MUSC 1402	Music Technology II	2
MUSC 2400	Music Recording Applications I	2
MUSC 2420	Music Recording Applications II	2
MUSC 379R	Studio Recording Workshop	1
<b>Total Number of Credits</b>		<b>17</b>

### Program Schedule

Fall of First Year (Course Prefix and Number)	Course Title	Credit Hours
MUSC 1110	Music Theory I	3
MUSC 1130	Aural Skills I	1
MUSC 1400	Music Technology I	2
MUSC 2400	Music Recording Applications I	2
	<b>Semester total:</b>	<b>8</b>
Spring of First Year (Course Prefix and Number)	Course Title	Credit Hours
MUSC 1120	Music Theory II	3
MUSC 1140	Aural Skills II	1
MUSC 1402	Music Technology II	2
MUSC 2420	Music Recording Applications II	2
MUSC 379R	Studio Recording Workshop	1
	<b>Semester total:</b>	<b>9</b>